

Assignment of Terms: Audience Characteristics L 480

BACKGROUND: Demographic group terms that describe the characteristics of the intended audiences of resources are assigned in bibliographic records and in authority records for works.. This instruction sheet provides the general principles by which the terms are assigned. For guidelines on the assignment of terms in a particular category, see the instruction sheet for the category (e.g., L 530, Language Category). For examples of MARC 21 records to which demographic group terms have been assigned see L 410.

1. General rule. Assign one or more demographic terms describing the intended audience of a resource. The intended audience may be explicit or inferred.

a. Explicit statement of intended audience. Assign one or more terms based on information in the title, introduction, etc., that specifically indicates the intended audience of the resource.

b. Implicit indication of intended audience. Assign one or more terms that describe the intended audience and that come readily to mind from a superficial review of the resource, including the subject matter, format, etc. Assign such terms *with caution*, since even resources that seem to have a relatively narrow inferred audience may be useful to a wide variety of readers, depending on the viewpoints of the readers. In case of doubt, do not include terms for audiences that are only inferred.

c. Implied audiences for juvenile resources. Liberally assign inferred audiences for both fiction and nonfiction juvenile resources, particularly when they discuss social issues in an age-appropriate way. *Example:*

A picture book about intercountry adoption, with a stated audience of children ages 5-9. Assign **School children** to reflect the stated audience. Also assign **Adoptees** if considered useful for those wishing to find a resource to help explain adoption to young children.

2. Number of terms. Use judgment to assign the demographic group terms that will be useful for discovery purposes. There is no limit to the number of demographic group terms that may be assigned to a resource.

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3. Editions. Assign the same demographic group term or terms describing audience to all editions of a resource.

Exception: If the content, format, etc. of a new edition of a resource changes so significantly that its audience is completely different from that of earlier editions, assign the terms required to properly designate the audience of the edition being cataloged regardless of the terms assigned to the other edition(s).

4. Prohibitions on assigning terms. For restrictions on the assignment of terms in individual categories, see the instruction sheet for the category (e.g., L 530, Language Category).

5. Specificity. Specificity is not a property of a given term. For example, a seemingly broad term like **Lawyers** is specific when it is assigned to a resource for lawyers in general instead of being limited to a special type of lawyers (e.g., tax lawyers).

Use the structure of LCDGT to find as close a match as possible between the audience of the resource and the term(s) that exist to express that group. In situations where an appropriate term has not been established, see L 420 for general guidelines on establishing new demographic terms.

Assign a term that is broader or more general than the audience it is intended to cover only when it is not possible to establish a precise term, or when an array of terms is needed (see sec. 6 below).

6. Multi-element demographic groups. If a resource's audience includes several discrete elements, assign a separate term for each element that will be useful for discovery purposes.

Example:

The intended audience is Hispanic American members of the Democratic Party. Assign the terms **Hispanic Americans** and **Democratic Party members (United States)**.

7. Overlapping terms. It is permissible to assign terms that overlap in meaning if the terms are classified in separate categories, as indicated by the category codes in the authority records for the terms, and if the assignment of the additional term(s) is considered useful for resource discovery. *Example:*

The intended audience is high school students. Assign **High school students** from the Educational Level category. **Teenagers**, which is in the Age Group category, may also be assigned because it covers essentially the same demographic.

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8. Examples.

Title: Canadian Bates' guide to health assessment for nurses.

Terms: Nurses
[Audience explicitly stated]

Title: Free range learning : how homeschooling changes everything.

Data: "As homeschooling parents we can take into account individual learning styles.... This book ... builds trust in your child's abilities"-Introduction.

Terms: Homeschooling parents
[Audience explicitly stated]

Title: Teaching the scientific literature review : collaborative lessons for guided inquiry.

Data: "A practical guide for teachers and librarians to teach students the steps of developing a scientific literature review..."-Foreword.

Terms: Librarians
Teachers
[Audience explicitly stated]

Title: It's not the end of the world.

Data: When her parents divorce, a sixth grader struggles to understand that sometimes people are unable to live together.-
Summary in bibliographic record.

Terms: Children of divorced parents
Preteens
Middle school students
Junior high school students

[Children of divorced parents can be inferred and may be assigned if the resource is considered useful for children whose parents have divorced. Preteens is in the Age category and can be inferred by the age of the protagonist. Middle school students and Junior high school students cover essentially the same demographics as Preteens, but are in the Educational Level category and may also be assigned. The protagonist is in sixth grade, but audience should not be inferred that narrowly, so Sixth grade students is not assigned.]

Title: Handbook of Chinese for mathematicians.

Terms: English speakers
Mathematicians
[Mathematicians is explicitly stated; English speakers can be inferred by the language of the resource, which is English]

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8. Examples. (Continued)

Title: API textbook of medicine.

Terms: Medical students
[Audience can be inferred]

Title: The rule of Saint Benedict.

Terms: Benedictines
[The primary intended audience can be inferred, since the Rule of Saint Benedict consists of the precepts by which members of the Benedictine Order live]

Title: The complete idiot's guide to American history.

Terms: not History students
not Americans
[Audience cannot be inferred and demographic terms describing the audience are not assigned; the resource would be useful to anyone who wishes to know more about American history, not just history students who are Americans]

Title: The Wiley Blackwell companion to world Christianity.

Terms: not Christians
[Audience cannot be inferred and demographic terms describing the audience are not assigned; the resource would be useful to anyone who wishes to know more about Christianity]

Title: My neighbour's faith : Islam explained for Christians.

Terms: Christians
[Audience explicitly stated]